**Martha Allman**

Dean of Undergraduate Admissions at Wake Forest University  
Winston-Salem, NC, US

Allman has become an expert on test-optional admissions, interviews in the admissions process and other admissions trends.

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**Description**

Allman led Wake Forest through the process of making college entrance exams, such as the SAT and ACT, optional for admission in 2008. Wake Forest was the first top 30 national university to adopt such a policy. Allman has become an expert on the test-optional admissions process. She can speak on the reasons behind Wake Forest’s decision and the ensuing results, as well as the use of interviews and short-answer questions in the admissions process.

Allman has been the Dean of Undergraduate Admissions for Wake Forest since 2001. She has been in Admissions for more than two decades, and established both the Alumni in Admissions Program and the Presidential Scholarship for Distinguished Achievement Program. She also oversees the administration of Wake Forest’s merit-based scholarship program. She frequently represents Wake Forest nationwide at the National Association for Admissions Counselors (NACAC) and other conferences, workshops and on admissions panels.

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**Topics**

Test-Optional Research Policies

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**Education**

Wake Forest University  
M.B.A. Business Administration

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